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ANNE GOODWIN CRUMP*
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ERIC FISHMAN
RICHARD HILDRETH
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LEONARD R. RAISH
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JOHN JOSEPH SMITH*

WRITER'S DIRECT

RECEIVED
MAR 23 1998
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

(703) 812-0471

March 23, 1998

VIA HAND DELIVERY

Magalie Salas, Esq., Secretary
Federal Communications Commission
1919 M Street, N.W.
Room 222
Washington, D.C. 20554

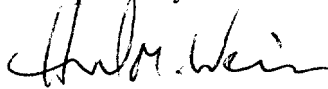
Re: MM Docket No. 97-229
RM - 9100
Warrenton, North Carolina,
LaCrosse, Virginia, and
Powhatan, Virginia

Dear Madame:

Enclosed for filing are an original and four copies of reply comments responding to a counterproposal submitted in the above-referenced rulemaking. Public notice of the counterproposal was given on March 6, 1998. (See Report No. 2259-Corrected.) These reply comments are therefore timely filed within fifteen days thereof.

If there are any questions, please contact the undersigned counsel.

Respectfully submitted,


Howard M. Weiss

HMW:ljs

Enclosures

cc: John Pelkey, Esq. (w/enc.)

File of Docket No. 97-229
1998-03-23

024

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RECEIVED
MAR 23 1998
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Before the
FEDERAL COMMUNICATIONS
COMMISSION
Washington, D.C. 20554

In The Matter Of)	
)	
Amendment of Section 73.202(b))	
Table of Allotments,)	MM Docket No.
FM Broadcast Stations)	97-229
Warrenton, North Carolina,)	RM - 9100
LaCrosse, Virginia, and Powhatan,)	
Virginia)	

To: Chief, Allocations Branch
Policy and Rules Division
Mass Media Bureau

REPLY COMMENTS TO COUNTERPRO-
POSAL OF MAINQUAD, INC.

Sinclair Telecable, Inc. ("STI"), by its counsel, hereby submits its reply comments to the Counterproposal submitted by Mainquad, Inc. ("Petitioner") on December 29, 1997. STI opposes adoption of the Counterproposal, which is a thinly-disguised manipulation of the Commission's Section 307(b) policies in an attempt to move a rural station into the well-served Richmond market. Because the proposed community switch would therefore not result in a preferential arrangement of allotments as required by Section 1.420(i) of the rules, it should be rejected. In support hereof, STI states as follows:

I. Background

1. Petitioner launched this proceeding with a petition for rulemaking filed on May 15, 1997. It proposed to relocate Channel 297C2 from Warrenton, North Carolina, to LaCrosse, Virginia. Petitioner, the permittee of unbuilt WXNC(FM), authorized to operate on the channel, stated that LaCrosse had 549 persons, but no local radio service. Therefore, LaCrosse was allegedly in greater need of the facility than Mainquad's city of license which had local AM service from WARR.¹ While Warrenton's population of 949 nearly doubled that of LaCrosse, Mainquad urged that the proposed modification of the Table was consistent with 1.420(i) of the rules because "[t]he requested change in community of license is not a migration from a rural community to an urban area...." (Technical Statement at 1.) WXNC would continue to provide 1.0mv/m service to Warrenton. Mainquad pledged promptly to file an application for Channel 297C2 at LaCrosse and to construct it. (Petition at 2.)²

2. Subsequently, the Commission issued a Notice of Proposed Rulemaking on November 7, 1997. (DA 97-2317.) The Commission noted that the proposed reallocation would not result in penetration of any Urbanized area. While it would result in a net loss area, the

¹ Petitioner failed to note that WARR is a day-time only station, providing no full-time service to the community.

² In December 1997, Mainquad made a similar pledge as to WXNC's facilities in Warrenton. It filed a request for extension of its permit and an application for modification of facilities, asserting that it had been unable to enter into a lease with the owner of its authorized site. In the extension request (at Ex. 2), Mainquad stated that it "also took steps to determine whether the facility could be positioned to better serve Section 307 of the Act." After citing to its May petition, Mainquad pledged to file comments in the rulemaking on the comment date. No mention of the Counterproposal to Powhatan was made. (See Exhibit 1 hereto, a copy of the extension request.)

Commission reasoned that the loss area was acceptable because there would be no white or gray area, and WXNC was unbuilt in any event. Accordingly, the Commission proposed adoption of the LaCrosse community switch.

3. However, Mainquad then filed a Counterproposal to its own proposal on the comment date. Now Petitioner proposed moving 297C2 to Powhatan, Virginia, just outside the Richmond Urbanized Area and twenty miles from Richmond. The ostensible trigger for this revised move was the finality of the Commission's decision in Powhatan and Goochland, Virginia, 12 FCC Rcd 3191(1997). Therein, the Commission found that Goochland, a community of some 1300 persons, of which 700 were residents at a state prison, deserved Channel 263A over Powhatan. While the Commission reluctantly concluded that Powhatan was a "community" in spite of its unincorporated status, lack of a local government and absence from the Census, Goochland received the allotment as the larger community.

4. Concerned that this decision would leave Powhatan without a local aural transmission service, Mainquad leaped into the breach. Petitioner also proposed drop-in of an additional Class A facility at Enfield, North Carolina. Petitioner pledged to apply for and build this facility. It further observed that the proposed Powhatan facility would deliver city-grade service to less than 3% of the Richmond Urbanized Area.

II. Argument

5. In Modification of FM and TV Authorizations, 4 FCC Rcd 4870 (1989), recon. denied, 5 FCC Rcd 7094 (1990), the Commission adopted Section 1.420(i) of the rules over strenuous objections from the National Association of Broadcasters and others. They warned that the rule would break down the most effective barrier to "clustering of stations in major

metropolitan areas.” 4 FCC Rcd at 4873. This would, they argued, undermine the core objective of Section 307(b) of the Communications Act. In his dissent to the Commission’s initial decision, Commissioner Quello warned that the new rule would trigger “gradual movement from communities with limited populations and low incomes to larger, more economically advantageous communities.” At 4877.

6. Ruling on requests for reconsideration of Section 1.420(i), the Commission assured petitioners that it did

not intend to apply the first local service preference ... blindly. We recognize that an inflexible application of the preference, without further analysis, could consistently result in our finding that a reallocation leading to a first local service for a suburb of a much larger adjacent metropolitan center justifies removing a local service from a more remote community. We wish to dispel any concern that our new rule would lead to such a result.” (5 FCC Rcd at 7096.)

7. Adoption of Mainquad’s Counterproposal would constitute a prime example of Commissioner Quello’s prescience and, in spite of the Commission’s assurances, the failure of existing protective mechanisms to prevent artificial manipulation of the first local service preference to circumvent Section 307(b). Mainquad has carefully bided its time by delaying construction of the only full-time service in a rural community, plainly planning from the outset to move the FM channel at issue to the larger Richmond market. Then, rather than reveal its intent in the petition for rulemaking which would have permitted counterproposals and/or objections aimed at preserving the outlet in a rural community, Petitioner has sought to

accomplish its objective in stages. It has leapfrogged from Warrenton to equally rural and remote LaCrosse to Powhatan. The only conceivable motivation for this “rabbit in the hat” strategy was the preemption of counterproposals not seeking a move into a larger urban market.³

8. Even now, Petitioner is not showing all of its cards. It urges that, from the reference point chosen in the rulemaking, it will cover only 3% of the Richmond Urbanized Area. But, the attached Engineering Statement prepared by Neil Smith, STI’s consultant, demonstrates that, should the Commission adopt the Powhatan community switch, Mainquad will undoubtedly apply to move its transmitter site ten miles east toward Richmond well inside the Urbanized Area. By means of this move and directionalization of its antenna to remedy a short-spacing, WXNC will blanket Richmond and the Urbanized Area with its signal. The station’s primary service contour would cover 74 percent of Richmond’s population and 70 percent of the Urbanized Area’s residents. Yet, as Mainquad well knows, no evaluation of Petitioner’s intent will be made in the processing of its Form 301 application seeking consent to the move after the rulemaking. Thus, here again, by carefully manipulating the Commission’s processes, without revealing its ultimate intent, Mainquad will accomplish its goal.

9. While Mainquad’s ingenuity is impressive, its goal is transparent. There can be no doubt, as a matter of common sense and economic reality, that it will move as close as possible to Richmond, thereby multiplying the value of WXNC by a multiple of five to ten. As described in the Powhatan and Goochland decision, and in the attached declaration of Benjamin Miles (see Exhibit 2), Powhatan does not effectively exist as an independent community.

³ No counterproposals are permitted by the Commission’s rules here since the Powhatan allotment was not disclosed until the comment stage of the rulemaking. See Section 1.420(d).

Whatever its "community" status vis-a-vis Goochland or other comparable hamlets, this crossroads is not a community independent of nearby Richmond, the nation's 56th radio market. Powhatan is a bedroom suburb/exurb of the state capital, whose size and population dwarf Powhatan. Richmond's Urbanized Area population is 589,198 persons and according to the latest edition of Broadcasting Yearbook, some 31 stations compete in the market.⁴

10. Having diligently plotted its removal from Warrenton, the failure of Mainquad to relocate WXNC to exploit this opportunity to compete in a top-100 market would constitute gross negligence. It simply must happen. It cannot be seriously maintained therefore that this permissible transmitter site move will not be made, and the Commission should make its analysis accordingly.

11. The Commission's review should also take into account the flimsiness of the demographic data relied on in the Powhatan and Goochland decision. As materials obtained by Mr. Miles illustrate, the list of institutions "specifically established for Powhatan" (at 3192) are, for the most part, county-based institutions which identify not with the unincorporated place of Powhatan, but rather the county of which it is a part. This evidence of community status does not rise to the level of the threshold showing required to demonstrate that Powhatan is not only a

⁴ See Bon Air, Chester, Mechanicsville, Ruckersville, Williamsburg and Fort Lee, Virginia, 7 FCC Rcd 6309 (1992), wherein the Commission held that Fort Lee was a "community" for allocation purposes, but nevertheless refused to treat an FM allotment there as a first local service, but rather as a twentieth transmission service to nearby Richmond.

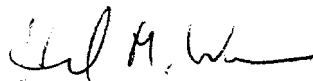
III. Conclusion

14. The Commission, like any administrative agency, must proceed by defined rules and policies lest there be no certainty for its regulatee. On the other hand, where manipulation of 307(b) policies and procedural processes by a permittee results in a situation where compliance with fixed standards like the 50% coverage of Urbanized Area guideline would dictate an anomalous result, the Commission should apply real-world considerations and common sense to reject such gamesmanship. Here, Mainquad's protestations notwithstanding, Petitioner set out in 1997 to orchestrate a staged move to Richmond that would not trigger intensive analysis by the Commission and would preclude objections by interested parties until it was too late effectively to object. The reward for this tactic should not be a Richmond-market station, but instead insistence on construction of the Warrenton, North Carolina station Mainquad has promised to build. That is the minimum Section 307(b) and 1.420(i) demand.

Respectfully submitted,

Date: March 23, 1998

SINCLAIR TELECABLE, INC.

By: 
Howard M. Weiss

Fletcher Heald & Hildreth, P.L.C.
1300 N. 17th Street, 11th Floor
Arlington, Virginia 22209-3801

Its Attorneys

“community,” but also a community independent of the nearby Richmond market. See Bon Air, Chester, Mechanicsville, supra; Bay City, Brenham, Cameron, Texas, 8 FCC Rcd 1552 (1993), recon. denied, 9 FCC Rcd 130 (1994); Eatonton and Sandy Springs, Georgia, 6 FCC Rcd 6580 (1991).

12. Mainquad’s answer to these fundamental questions is to sweep them under the rug until the scrutiny of the rulemaking evaluation is past. Thus, Petitioner submits that no further analysis of its Counterproposal under Faye and Richard Tuck, 3 FCC Rcd 5374 (1988), is warranted because its hypothetical rulemaking facility at Powhatan will only penetrate a small portion of the Richmond Urbanized Area. See also Headland, Alabama and Chattahoochee, Florida, 10 FCC Rcd 10352 (1995). But, as pointed out above, such a truncated approach will result in failing to see the forest for the trees. Mainquad’s Counterproposal cannot be separated from its final integral stage, the transmitter site move into the heart of the Richmond Urbanized Area.

13. Likewise, while Mainquad’s Counterproposal asserts that its second-stage move to Powhatan will result in no white or gray loss area (at 7-8), its Technical Statement provides no detailed analysis to buttress this conclusion. Even if accurate, the question remains whether there is any underserved loss area created by WXNC’s interstate move. While the station is not on the air, that is of course a function of Petitioner’s inaction, not a coincidental circumstance. And that inaction has served Petitioner’s goal of relocation to Richmond so well that it ought not be now permitted to support its case that the proposed reallocation is in the public interest because Warrenton’s residents have lost nothing.

MainQuad, Inc.
WXNC(FM)
Warrenton, NC
FCC Form 307
Response to Items 6, 7, 8

Exhibit 2

Report re Status of Construction

MainQuad, Inc. ("MainQuad") became the permittee of WXNC(FM) on January 10, 1997, when the assignment of the construction permit from Johnny Draper to MainQuad was consummated. MainQuad thereupon took steps to ensure the prompt construction of the station.

MainQuad is now in receipt of an operations board, tape equipment, compact disc player, four automated disc players and digital studio equipment. With respect to the transmitter site, the transmitter has been ordered and is being held pending instructions as to the transmitter site that will be used.

Construction of the transmitter site has been stymied because of the inability of the permittee to enter into a lease with the owner of the transmitter site. This has led to a situation where the permittee has been forced to locate an alternative transmitter site. Such an alternative transmitter site has now been located and the permittee entered into an option agreement for the use of the site on November 24, 1997. The change in transmitter site has necessitated the preparation of a facilities modification application. That facilities modification application is being filed simultaneously herewith.

While it was attempting to ensure prompt construction of the Warrenton facility, MainQuad also took steps to determine whether the facility could be positioned to better serve Section 307 of the Act. Toward that end, it hired a consulting engineer to perform a study of the allocation. That study led to the filing, on May 15, 1997 (i.e., less than five months after MainQuad became the permittee), of a petition for rulemaking seeking to have the station's community of license changed from Warrenton, NC to La Crosse, VA. That petition led to the release of a Notice of Proposed Rulemaking on November 7, 1997.¹ Comments are due in that rulemaking on December 29, 1997. The permittee will be timely filing comments in the rulemaking.

¹ *Warrenton, North Carolina and La Crosse, Virginia*, MM Docket No. 97-229 (Adopted: October 29, 1997; Released: November 7, 1997).

Grant of the instant application and concurrently-filed modification application would permit the Warrenton facility to become operational as quickly as possible in the event that the Commission does not adopt the rulemaking. In that regard, the Commission has tentatively found in the rulemaking that the proposal to reallocate the Warrenton facility to La Crosse, Virginia would better serve the public interest, especially inasmuch as the Warrenton facility has not yet been constructed. The Commission previously has found that the time elapsed while awaiting Commission action on a rulemaking proceeding is a type of delay that is beyond the control of the applicant and thus constitutes good cause for an extension of a construction permit. See *Contemporary Media, Inc.*, 10 FCC Rcd. 13685, 13689 (1995).

The applicant will promptly construct the requested facility upon grant of the construction permit and conclusion of the rulemaking.

ENGINEERING STATEMENT

The engineering data contained herein have been prepared on behalf of SINCLAIR TELECABLE, INC., in support of its Reply Comments in MM Docket No. 97-229. In this proceeding, MainQuad, Inc., licensee of WXNC, Channel 297C2, Warrenton, North Carolina, first proposes that WXNC be relicensed to the community of La Crosse, Virginia. Then, in its comments petitioner offered a counterproposal in which WXNC would be relicensed as a Class A station to Powhatan, Virginia, and another Class A allotment on Channel 297 would be made to Enfield, North Carolina.

The petitioner specifies a site some 10 kilometers southeast of Powhatan as an allocation site for the proposed operation of WNXC. However, if WNXC is permitted to change its community of license to Powhatan, WXNC could select a transmitter site a substantial distance to the east of Powhatan, from which it could serve a considerable portion of Richmond city and the Richmond Urbanized Area.

Attached as Figure 1 is a map on which the assumed site for WXNC is plotted. Also shown are the 70 db μ contour that would obtain for a full-facility Class A station at this site and a portion of the resulting 60 db μ contour. Because this assumed site does not meet the required spacing to co-channel WRQX, Washington, D.C., we have assumed the use of a directional antenna, which would reduce radiation northward toward WRQX in order to

comply with the terms of §73.215 of the Rules. As indicated, 70 db μ service would be provided over Powhatan, as is required.

Figure 2 shows portions of the two contours transferred to the map of the Richmond Urbanized Area from the 1990 US Census. The assumed WXNC 70 db μ contour would include 8,122 persons in the city of Richmond, 4 percent of its total population, and 67,818 persons in the Richmond Urbanized Area, 11 percent of the total. Moreover, the assumed 60 db μ contour would cover 150,720 persons in Richmond, 74 percent of the total, and 410,435 persons in the Urbanized Area, 70 percent of the total.

Whether or not a "Tuck" analysis is required is a function of 70 db μ coverage. However, such a standard seems inappropriate in the case of a Class A station "move-in", because only where an Urbanized Area is small – and where the Class A station is ideally located – can such a station serve a majority of an Urbanized Area. When dealing with a Class A station, use of the 60 db μ contour would appear more suitable and predictive of market coverage.

I declare under penalty of perjury that the foregoing statements and the attached exhibits, which were prepared by me or under my immediate supervision, are true and correct to the best of my knowledge and belief.

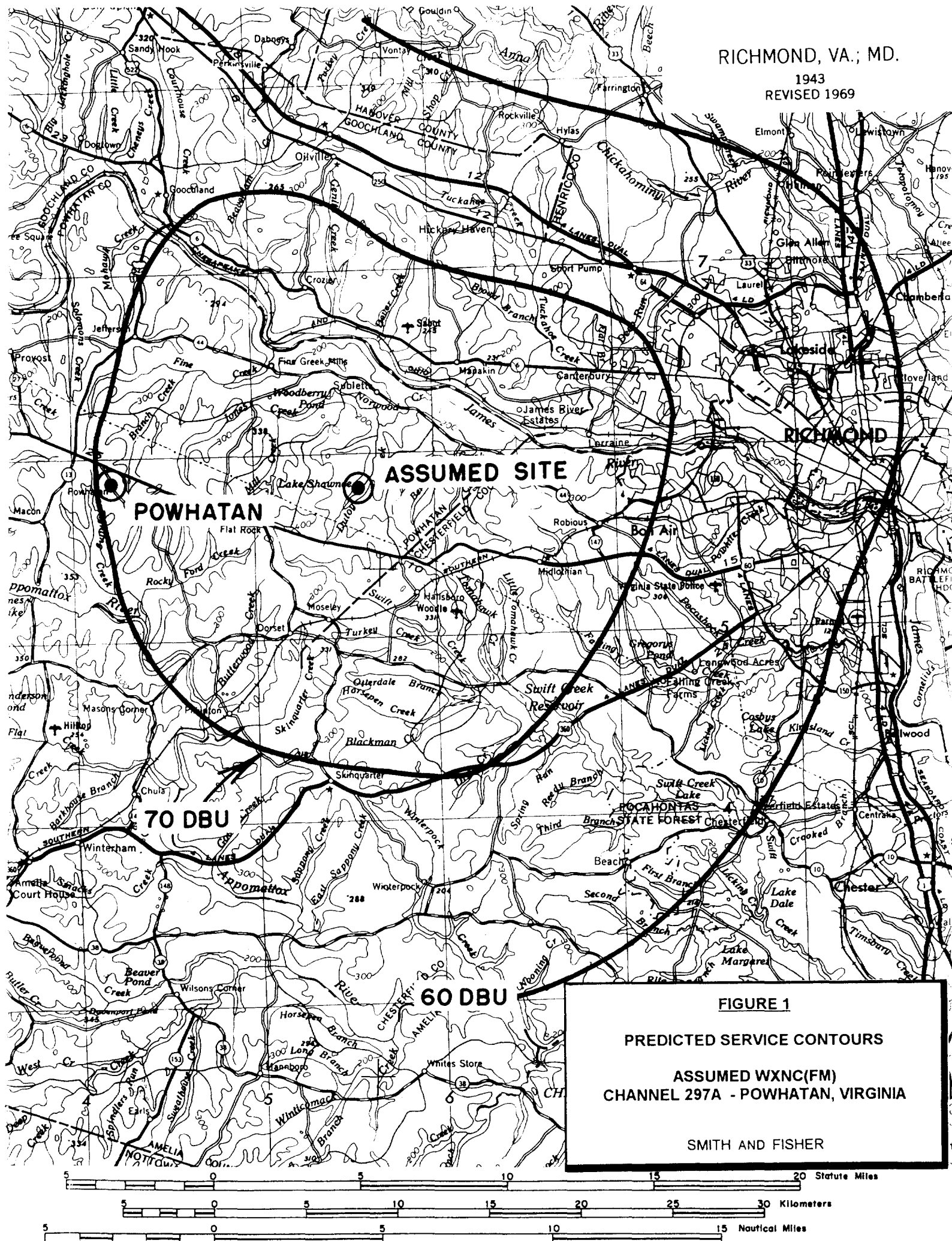


NEIL M. SMITH

March 23, 1998

RICHMOND, VA.; MD.

1943
REVISED 1969



Urbanized Areas

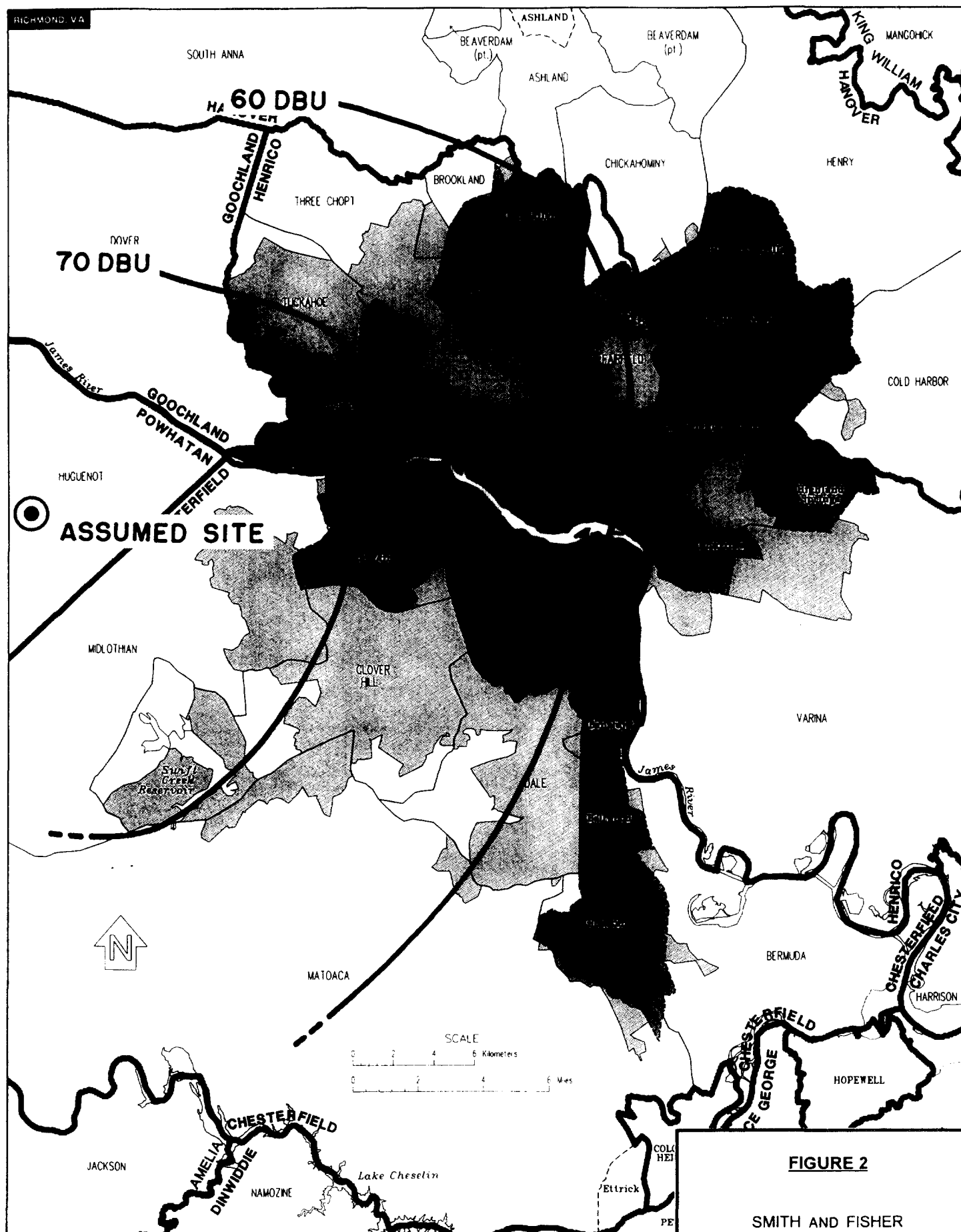


FIGURE 2

SMITH AND FISHER

EXHIBIT 2

Declaration of Benjamin Miles

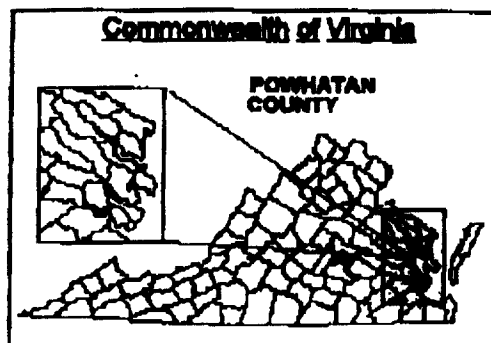
I am Vice-President of Sinclair Telecable, Inc., and General Manager of Station WCDX(FM), Mechanicsville, Virginia, located in the Richmond radio market. I hereby declare under penalty of perjury as follows:

1. As a long-time resident of the Richmond area, I am aware of Powhatan County as a bedroom suburb/exurb, the majority of whose residents commute to work and recreate in nearly Richmond, twenty miles distant.

2. On March 23, 1998, I visited Powhatan County, spoke to residents, and obtained a copy of the attached materials. As those materials indicate, there seems to be little, if any, identification of Powhatan as a separate community rather than a county. For example, both its Chamber of Commerce and schools are county, rather than municipal, institutions.

Date: _____

Benjamin Miles



POWHATAN

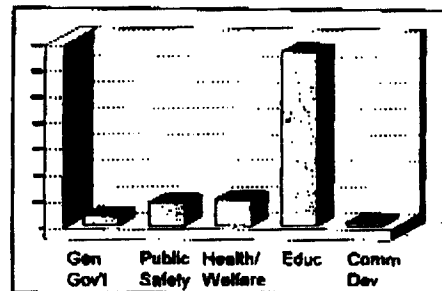
COUNTYSEAT: POWHATAN
 LAND AREA (sq mi): 281.3 WATER AREA (sq km): 2.81
 LONGITUDE: -077916362 LATITUDE: +37546080
 HIGH SCHOOL GRADS: 3,529 COLLEGE GRADS: 824

TYPE MUNICIPALITY: COUNTY
 YEAR INC: 1777
 POP DENSITY: 78
 POST GRADS: 441

ADMINISTRATOR STEPHEN F OWEN 804-598-5811
 PO BOX 219, POWHATAN 23139
 Attorney VACANT
 Finance Director PAMELA P BENOS 804-598-5810
 Sheriff LYNN T WOODSTOCK 840-598-5655

FINANCIALS (\$ in thousands)

TOTAL REVENUE	22,396	TOTAL EXPENDITURE	19,269
Local Revenue	12,207	General Government	764
Real Property	5,824	Judicial Administration	306
Personal Property	2,521	Public Safety	1,763
Total General Property Tax	8,972	Public Works	574
Gen Prop Tax/Per Cap	\$472	Health & Welfare	2,036
Investment Interest	191	Education	13,372
		Parks, Recreation & Culture	82
STATE REVENUE	9,217	Community Development	293
FEDERAL REVENUE	972	Other	0
LOCAL SALES TAX	481	DEBT OUTSTANDING	22,931
OTHER TAXES	1,458	Debt-Interest	1,139
Per Capita Taxes	\$77	Debt-Principal	1,306
		DEBT PER CAPITA	\$1,207



Expenditure Analysis

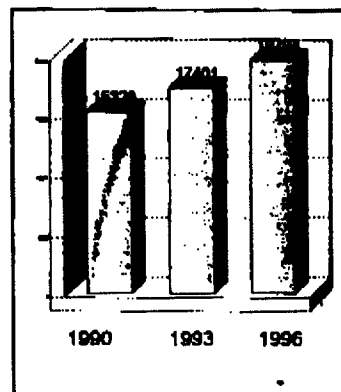
HOUSING

TOTAL UNITS 4,910
 Occupied 4,672
 Vacant 238
TOTAL OCCUPIED UNITS
 Persons/unit 2.84
 Median value/owned \$74,700
 Upper quartile \$100,400
 Lower quartile \$58,300
 Median Rent \$331
 Upper quartile \$433
 Lower quartile \$233
TYPE OF STRUCTURE
 Single unit attach 31
 Single unit detach 4,551
 Two or more/bldg 95
 Other type 233
MEDIAN YEAR BUILT 1975
MEDIAN MONTHLY COST
 Mortgaged \$671
 Not mortgaged \$180
HOME VACANCY RATE 1.0 %
RENTAL VACANCY RATE 3.7 %
WATER, Public 246
 Well 4,645
SEWER, Public 86
 Septic 4,889
BUILDING PERMITS ISSUED
 Total Residential Bldg 311
 & Value \$28,452,510
 Single family house 311
 & Value \$28,452,510
 Two Family House: 0
 & Value: \$0
 Three-Four Family House: 0
 & Value: \$0
 Five & More Family House: 0
 & Value: \$0

DEMOGRAPHICS

TOTAL HOUSHLDs 4,859
 Persons per: one 850
 Two-four 3,491
 Five + 518
 Median Income \$37,394
PLACE OF WORK
 In County 1,775
 Outside County 5,225
 Outside State 40
COMMUTING MINUTES 32.8
CHIEF INDUSTRIES
 A PROFESSIONAL SVCS
 B RETAIL
 C CONSTRUCTION
CHIEF OCCUPATIONS
 A TRADESPERSON
 B ADMINISTRATIVE
 C LABORERS
PER CAP INCOME \$15,683

TOTAL '98 POP: 19,794
 Female 7,906
 Male 10,226
RACE*
 American Indian 35
 Asian/Pac Island 27
 Black 4,156
 White 13,914
HISPANIC ORIGIN* AGE*
 19 & Under: 4,494
 20 to 39: 6,409
 40 to 64: 5,585
 65 to 74: 1,039
 75+: 605
MARITAL STATUS
 Married 7,884
 Never Married 3,150
 Divorced/widow 1,478



Population Trend

*Updated Census estimate. Please see
 Foreword & Facts You Should Know for
 explanation of all Demographics in this section

LIBRARY

POWHATAN COUNTY PUBLIC LIBRARY 3606 Old Buckingham Road, PO Box 236, Powhatan, VA 23239
 Director SHIRLEY G BRADBURY Tel: (804) 598-5670 Fax: (804) 598-5671
 Total Income: \$47,171 Population Served: 16,900 Personnel Exp: \$27,886
 Total Expense: \$52,462 Total Books: 18,911 Materials Exp: \$7,475

SCHOOL DIVISION

POWHATAN 2320 Skaggs Road, Powhatan 23139
 Superintendent DR MARGARET S MEARA Tel: (804) 794-4813

MUNICIPALITIES BY COUNTY

PAGE

LURAY
SHENANDOAH
STANLEY

PATRICK

STUART

PITTSYLVANIA

CHATHAM
GRETN
HURT

POWHATAN

NONE

PRINCE EDWARD

FARMVILLE

PRINCE GEORGE

NONE

PRINCE WILLIAM

DUMFRIES
HAYMARKET
OCCOQUAN
QUANTICO

PULASKI

DUBLIN
PULASKI

RAPPAHANNOCK

WASHINGTON

RICHMOND

WARSAW

ROANOKE

VINTON

ROCKBRIDGE

GLASGOW
GOSHEN

ROCKINGHAM

BRIDGEWATER
BROADWAY
DAYTON
ELKTON
GROTTOES
MOUNT CRAWFORD
TIMBERVILLE

RUSSELL

CASTLEWOOD
CLEVELAND
HONAKER
LEBANON

SCOTT

CLINCHPORT
DUFFIELD
DUNGANNON
GATE CITY
NICKELSVILLE
WEBER CITY

SHENANDOAH

EDINBURG
MOUNT JACKSON
NEW MARKET
STRASBURG
TOMS BROOK
WOODSTOCK

SMYTH

CHILHOWIE
MARION
SALTVILLE

SOUTHAMPTON

BOYKINS
BRANCHVILLE
CAPRON
COURTLAND
IVOR
NEWSOMS

SPOTSYLVANIA

NONE

STAFFORD

NONE

SURRY

CLAREMONT
DENDRON
SURRY

SUSSEX

STONY CREEK
WAKEFIELD
WAVERLY

TAZEWELL

BLUEFIELD
CEDAR BLUFF
POCAHONTAS
RICHLANDS
TAZEWELL

WARREN

FRONT ROYAL

WASHINGTON

ABINGDON
DAMASCUS
GLADE SPRING

WESTMORELAND

COLONIAL BEACH
MONTROSS

WISE

APPALACHIA
BIG STONE GAP
COEBURN
POUND
ST. PAUL
WISE

WYTHE

RURAL RETREAT
WYTHEVILLE

YORK

NONE

DISTRICT OF COLUMBIA

WASHINGTON CITY

POWHATAN VIRGINIA

Chamber of Commerce

Membership Directory

*&
Consumer Guide*



1998-99

Powhatan**Small Animal Medicine & Surgery**

Dr. Stephan R. Larrick

Telephone 598-3168

Dr. Susan A. Storey

Emergencies 344-2121

HOSPITAL HOURS

Monday - Friday 7:30 AM to 6:00 PM

Saturday 8:00 AM to 12:00 Noon

Please Call For An Appointment

2540 Anderson Hwy • Powhatan VA 23139

**O'Neil
Electrical Service, Inc.***"Your Neighborhood Electrical Contractor"***Commercial • Residential**

- New Construction
- Re-wiring
- Services Upgraded
- Electrical Heat Installed
- Electrical Inspections

(804) 598-3268

Digital Pager 346-6496

Fax (804) 598-1470

*Steve O'Neil - President***INTRODUCTION**

The officers, directors, and members of the Powhatan Chamber of Commerce are pleased to bring you the 1998-99 Membership Directory and Consumer Guide. This directory is one of the most important ways we have to inform prospective new businesses, residents, and visitors of the many services, products, and benefits available in Powhatan County.

Powhatan County is located in central Virginia — 20 miles west of Richmond, the Commonwealth's capital city; 133 miles south of Washington, D.C.; 130 miles northwest of Norfolk, Hampton Roads, and the Virginia Beach area; and approximately 130 miles east of the Blue Ridge Mountains. This central location allows easy access to the major industrial, financial, cultural, medical, and recreational centers of the mid-Atlantic states. Powhatan maintains, however, a distinctly rural atmosphere with excellent public and private school systems.

Powhatan County is rich in history and has an active Historical Society, Garden Club, and many other nationally known civic organizations. Powhatan County was formed in 1777, and its courthouse was built in 1848. The County was named after Chief Powhatan, father of the Indian Princess Pocahontas.

This directory provides an excellent starting point to help prospective businesses and residents learn more about our County. I trust that you will enjoy the directory and that you will find it helpful.

Paul W. Cella, President

Powhatan Chamber of Commerce

LUCRETIA A. CARRICO

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Powhatan, Virginia 23139

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Telecopier: (804) 598-7058

THE POWHATAN CHAMBER OF COMMERCE

The Powhatan Chamber of Commerce Membership Directory and Consumer Guide is one of many benefits offered to the Chamber's members and the Powhatan community. This publication is designed to provide an overview of the unique features and attractions of our beautiful community, as well as information to those who are new to Powhatan.

A non-profit community betterment and mutual-benefit business organization, the Chamber continually strives to support and enhance the quality of life for our citizens by promoting economic development and maintaining our friendly rural atmosphere. We are proud of our community and committed to being responsive to the needs of its businesses and residents.

Kathleen F. Budner

Kathleen F. Budner, Executive Director
Powhatan Chamber of Commerce

About the Chamber

Located in the Richardson-Harris-Boatwright Insurance Building, 3829 Old Buckingham Road, the Powhatan Chamber of Commerce is the largest business support organization in the area.

Now in its 10th year, the Chamber lists over 140 members and is self-sustaining, providing its services with no governmental support.

Our Mission Statement

The Powhatan Chamber of Commerce is an association of business, professional, and civic minded members who promote the free enterprise system, economic growth, and the prosperity of Powhatan County.

Doing Business in Powhatan - Buy Powhatan/Build Powhatan

Our goals include a campaign designed to keep sales tax dollars at home. Shopping locally benefits the municipality in

which you live. If you are new to the community or a seasoned Powhatan resident, keep in mind that you can find almost everything you need right here in your County.

Why Join the Chamber?

Full-time representation and year-round results are rewards of belonging to the Powhatan Chamber of Commerce. Businesses sometimes fail to recognize the fact that their local Chamber is also their salesman and advocate. The Chamber unceasingly promotes local products and services while at the same time protecting business interests. A single voice can go unheard, but the collective voice of the Chamber is effective in helping to make Powhatan a wonderful place to work and live.

For membership information, call 598-2636 or write to P.O. Box 643, Powhatan, Virginia 23139.

What Does the Powhatan Chamber of Commerce Do for its Members?

- Offers business referrals
- Disseminates tourist and community information
- Represents Chamber businesses
- Acts as an advocate
- Promotes economic growth
- Facilitates business seminars at monthly luncheons
- Publishes quarterly newsletter
- Publishes detailed County map which also includes historical information
- Serves as a liaison between business and community support groups in Powhatan County
- Provides an extensive network of professional and business contacts for advice and support
- Publicizes products and services in *Signals* (quarterly newsletter), the Powhatan Chamber of Commerce County Map, and the Powhatan Chamber of Commerce Membership Directory and Consumer Guide
- Speaks in the places of political influence and makes sure the Chamber's voice is heard on important issues

The Chamber provides these many services which help strengthen our business community and community as a whole.



Powhatan Chamber of Commerce Board of Directors 1997

Paul W. Cella, Attorney at Law, President 3829 Old Buckingham Rd., P.O. Box 215 Powhatan, VA 23139	598-2043
Dawn Z. Bradley, Vice President Central Virginia Bank 2501 Anderson Hwy., Powhatan, VA 23139	598-4216
W. Russell Nunnally Jr., Treasurer McGraw-Morgan, Inc. 2434 New Dorset Cir., Powhatan, VA 23139	598-2565
Ann M. Bonner Days Inn-Chesterfield Towne Center 1301 Huguenot Rd., Midlothian, VA 23113	794-4999
Judith Lowery Daniel Daniel's Heating and Refrigeration Corp. 3340 Anderson Hwy., Powhatan, VA 23139	598-1530
Larry Daniel Cory Acres Family Campground 2177 Ridge Rd., Powhatan, VA 23139	598-2470
Franklin D. Harris Southside Electric Cooperative P.O. Box 7, Crewe, VA 23930	(800) 552-2118
Jerry Lathrop Cajo's Place Restaurant & Lounge 2600 Anderson Hwy., Powhatan, VA 23139	598-4914
Bill Melton Flat Rock Supermarket, Inc. 2511 Anderson Hwy., Powhatan, VA 23139	598-4383
Kathleen Budner, Executive Director/Secretary Richardson-Harris-Boutwright Insurance Bldg. 3829 Old Buckingham Rd., P.O. Box 643, Powhatan, VA 23139	598-2636

POWATHAN CABLEVISION
2277 ACADEMY ROAD
P.O. BOX 665
POWATHAN, VA 23139
804-598-2900
MONDAY-FRIDAY 9:00-4:30

Logos included: CNN, ESPN, ESPN2, HBO, TBS, TCM, The Weather Channel, The Learning Channel, Headline News, QVC, Discovery, Showtime, Cinemax, MTV, and others.

OVERVIEW OF POWATHAN, VIRGINIA

Location & Topography

Located in the Central Piedmont physiographic province and just 20 miles outside the state capital of Richmond, Powhatan is within 130 miles of the nation's capital, Washington, D.C., and within 100 miles of the world's largest natural deep water harbor, the Port of Hampton Roads. The County has 272 square miles (174,080 acres) of gently rolling land area and four square miles of water area. Elevations range from 150 to 400 feet above sea level. The entire area lies in the James River Basin. Drainage is provided by the Appomattox and James rivers.

History

The first record of a white man being in the area now known as Powhatan County was in 1608. A band of approximately 120 men led by Christopher Newport made an expedition up the James River to a point as far west as Maidens Bridge. They were forced to turn back because of hostile Monacan Indians who occupied the area at the time.

Between the years of 1699-1705, some 500 to 700 Huguenot refugees fleeing from persecution in France settled on the James River near Manakin in the then-abandoned Monacan Indian villages. They soon scattered throughout the area, building fine homes, some still standing in the County.

In May 1777, the Virginia General Assembly created the County of Powhatan out of land from the eastern portion of Cumberland County between the Appomattox and James rivers. In 1850, a small portion of Chesterfield County was annexed, creating what today is the 272 square-mile County of Powhatan.

In Virginia, nine counties bear Indian names. Only one, Powhatan, is named for an Indian chief. "King Powhatan," father of the famous Indian princess, Pocahontas, was one of the greatest and is, today, one of the best known of the Indian chiefs.

The original courthouse was constructed in 1778, and the area was named Scottville after General Charles Scott, a revolutionary war hero. The name of the County seat was changed to Powhatan in 1836. The present courthouse building was erected in 1848, and an addition and renovation was completed in 1992.

Powhatan's heritage is rich. Its hold on the treasured memories of a life-long past is secure because of the excellent records in the courthouse, as well as the interest of its citizens in restoration and preservation.

Climate

A generally moderate climate prevails. Temperatures average 57.7 degrees annually. January's average temperature is 36.6 degrees, and July's is 77.8. Annual average rainfall is 44.07 inches, and annual average snowfall is 3.75 inches. Prevailing winds are from the south.

Natural Resources

The County has 127,162 acres of land that are classified as commercial forest. Primary species of trees are natural pine, upland hardwoods, and bottomland hardwoods. Water is plentiful, with the James River and its tributary, the Appomattox River, flowing through the County. Powhatan is underlain by igneous, metamorphic, and sedimentary rocks, with commercial quantities of monazite, graphite, and asbestos.

Agriculture

Powhatan County has 195 farms. The average acreage per farm is 221. Principal crops include corn, soybeans, small grains, hay, and tobacco. Primary livestock includes dairy and beef cows, poultry, and horses. The total market value of agricultural products in 1992 was \$7.9 million.

Government

Powhatan is governed by a five-member board of supervisors. Those supervisors are:

Robert R. Cosby, Chairman, District 3
3277 Maidens Rd. 598-2088 (W) or 598-3864 (H)
Roy J. Harrison Jr., Vice Chairman, District 1
2761 Judes Ferry Rd. 794-6092 (W) or 794-9432 (H)
Edmund C. Burruss, Supervisor, District 4
P.O. Box 28 598-7697 (W) or 598-3724 (H)
Margaret Harris-Manning, Supervisor, District 5
4662 Bell Rd. 598-3478
Paulette N. McWaters, Supervisor, District 2
2068 Urbine Rd. 794-7607

Daily operations of the County are overseen by County Administrator Stephen F. Owen. Call 598-5611.

Police protection is provided by a sheriff and 14 deputy sheriffs. Five state police officers are assigned to the area. A 150-member volunteer fire department provides fire fighting capabilities. The County has adopted a comprehensive plan and subdivision ordinances.



Local Taxes

Taxes are evaluated each year along with the County's budget and are adjusted as needed.

Population & Employment

Approximately 20,000 people live in Powhatan. The projected population for the year 2000 is 21,700. The County's economy is centered around manufacturing, mineral extraction, lumber, and banking. Taxable retail sales for 1994 were \$41,033,734. The civilian labor force totals 8,877 with an unemployment rate of 2.8% (April, 1995).

Housing

Powhatan offers a wide variety of housing choices. Affordably priced houses are available, as well as homes valued at \$500,000 and above. Available also are Revolutionary War-period homes and modern houses with the latest amenities. The predominant lot size is from two to 10 acres.

Community Facilities

Recreation

Two 18-hole golf courses are within the County. The Powhatan Youth Athletic Association, the Powhatan Recreation Advisory Committee, and the Powhatan Soccer Association provide recreational activities for people of all ages. The County owns several baseball, softball, and soccer fields. Playgrounds and athletic fields are located at three public schools.

The Midlothian Family YMCA provides a Before and After School Program serving students in grades kindergarten through five from Powhatan Elementary, Pocahontas Elementary, and Pocahontas Middle schools. This service is provided at Powhatan and Pocahontas Elementary schools Monday through Friday 7:00 a.m. until the start of school and from dismissal until 6:30 p.m. The YMCA also provides Camp Saponi which serves children ages 4 3/4 to 12 and has a Counselor in Training Program for teens ages 13 to 15. For more information on these and other YMCA programs, call 379-5668.

All swimming pools in the County are privately owned and operated. For membership information, call Cozy Acres Family

Television

All major networks, one independent station, and PBS are received from the Richmond area. Cable television is supplied by Powhatan Cablevision, Inc. Satellite television is provided by Comcast Satellite-Primestar, and Southside Communications Cooperative, a subsidiary of Southside Electric Cooperative.

Utilities**Electricity**

Supplied by Virginia Power and distributed by Virginia Power and Southside Electric Cooperative.

Sewerage

Area	Supplier	Capacity	Ave. Daily Use	Treatment
Courthouse	Powhatan County	100,000 gpd	26,000 gpd	Secondary

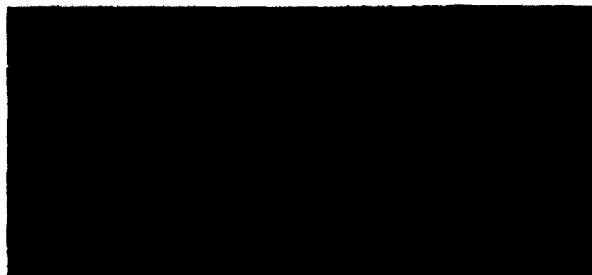
The County is currently upgrading the system to provide additional services to the area.

Solid Waste Disposal

A transfer station serves the entire County and accepts household debris and construction debris at a charge. Recycling services are provided.

Water

Area	Supplier	Source	Ave. Daily Use	Max. Daily Use
Courthouse	Sydnor	Wells	41,700 gpd	62,550 gpd
	Hydrodynamics			
Mill Quarter	Sydnor	Wells	8,900 gpd	28,000 gpd
	Hydrodynamics			
Lake Shawnee	Sydnor	Wells	26,900 gpd	54,000 gpd
	Hydrodynamics			
Anderson Highway (Rt. 60)	Powhatan County	Chesterfield County	—	500,000 gpd



BREEDING

BOARDING



TRAINING

SHOWING

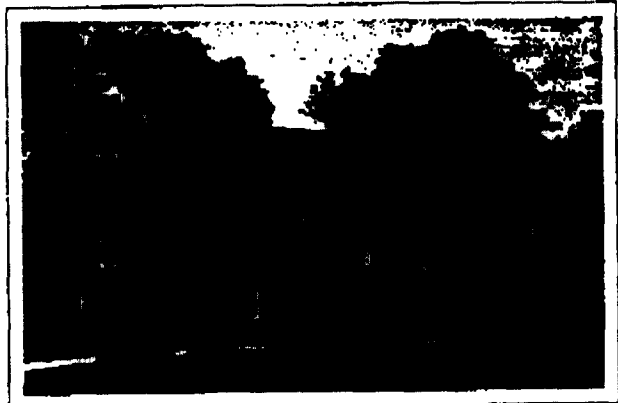
OAKLEIGH ARABIAN FARM

RON & SHARON NICHOLS
1507 DORSET ROAD
POWATHAN, VA 23139

RES (804) 598-7533
BARN (804) 598-2090
FAX (804) 598-3588

**IMPORTANT
PHONE NUMBERS**

Administrator.....	598-5611
Agricultural Agent.....	598-5640
Animal Control Center.....	598-5672
Building Inspection & Building Permits.....	598-5622
Commissioner of the Revenue.....	598-5616
Community Services.....	598-5600
Capital Area	
Agency on Aging.....	556-4815/343-3000/(800) 447-6686
Economic Development.....	598-5605
Extension Service.....	598-5640
Family & Consumer Sciences Agent.....	598-5640
Farm Service Agency.....	556-4391/(800) 528-3276
Forestry.....	598-4728
Game & Inland Fisheries Department.....	598-3706
Goochland-Powhatan Community Services.....	598-2200
Health Department.....	598-5680
Highway Department.....	(800) 344-0037
Monacan Soil & Water Conservation District.....	556-4936
Planning & Community Development.....	598-5623
Powhatan County Farm Bureau.....	598-3081/598-2140
Powhatan-Goochland	
Community Action Agency.....	598-3351/598-7232
Powhatan Public Library.....	598-5670
Registrar.....	598-5604
Rescue Squad Dispatcher.....	598-5656
Social Services.....	598-5630
Trash Disposal/Transfer Station.....	598-5673
Treasurer.....	598-5626/598-5628
Virginia Department of Transportation-	
Powhatan Area Headquarters.....	674-2800/(800) 347-0037
Voter Registration.....	598-5604
Youth Services Office.....	598-5699
Information.....	598-5600
Corrections Facilities	
Beaumont Juvenile Correctional Center.....	556-3316
Deep Meadow.....	598-5503
Powhatan Correctional Center.....	598-4251
Powhatan Reception & Classification Center.....	598-4251



Courts & Judicial System

Circuit Court Clerk	598-5660
Commonwealth's Attorney	598-5668
Court Service Unit	598-5666
General District Court Clerk	598-5665
Juvenile & Domestic Relations Clerk	598-5665

Emergency Numbers

Ambulance & Rescue/Fire/Police/Sheriff	911
Fire Administration	598-5646
Deep Creek VFD Company 5	598-4519
Fine Creek VFD Company 4	794-4742
Huguenot VFD Company 2	794-3575
Macon VFD Company 3	492-4810
Powhatan VFD Company 1	598-4389

Mental Health/Mental Retardation/Substance Abuse Services

Emergency Services	598-2697
Goochland/Powhatan Community Services Board	598-2200
Mental Health-Counseling	598-2200
Mental Retardation Services-Case Management	598-2200
Mental Retardation Services-Monacan Services	598-2200
Parent/Infant Education Program	598-2200
Preventive Programs	556-5400
Substance Abuse-Counseling	598-2200
Virginia House	556-5460

Non-Emergencies	598-5655/492-4911
Police	598-5656
Rescue Squad Building	598-2911
Sheriff	598-5652/598-5655
Western Powhatan	1-492-4911

Post Offices

Midlothian 23112/23113	794-5177
Moseley 23120	639-5457
Powhatan 23139	598-3145
Powhatan Chamber of Commerce	598-2636
School Board	598-5700/794-4913

Schools (Private)

Blessed Sacrament High School at Belmead	598-4729
Huguenot Academy	598-4211

Schools (Public)

Pocahontas Elementary School	598-5717
Powhatan Elementary School	598-5730
Pocahontas Middle School	598-5720
Powhatan High School	598-5710
Powhatan High School/ Vocational & Technical Center	598-5714

Sheriff-Powhatan

Crime Solvers	598-2443
Dispatcher	598-5656
Emergencies	911
Emergency Services Coordinator	598-5646
Poison Center	786-9123
Pollution/Toxic Chemical/Oil Spills	(800) 424-8802

State Police

Division 1-Area 6 Office/Powhatan	379-8645
Division 1-Communications	(800) 552-9965
Main Headquarters	674-2000

Utilities

Bell Atlantic-Virginia, Inc.	284-2038
Southside Electric	
Cooperative	598-7748/(800) 992-7697/(800) 552-2118
Sydor Hydrodynamics	643-2725
Virginia Power	(888) 667-3000

AREA CHURCHES

Bethel Baptist Church
1100 Huguenot Springs Rd.
Midlothian, VA 23113
794-8590/379-2650

Bethel Baptist Church-
Pilkington Road
639 Pilkington Rd.
Powhatan, VA 23139

Bethesda Church of God
2480 Academy Rd.
Powhatan, VA 23139
598-7159

Christ Bible Way Fellowship
2840 Huguenot Trl.
Powhatan, VA 23139
598-3852/744-0439

Emmanuel Episcopal Church
2390 Emmanuel Church Rd.
Powhatan, VA 23139
598-2946

Ennemaus Christian Church
1801 Huguenot Trl.
Powhatan, VA 23139
378-3607

Faith Free Will Baptist Church
Genito Rd.
Powhatan, VA 23139
598-2431

Fellowship Baptist Church
2901 Judas Ferry Rd.
Powhatan, VA 23139
794-8939

Fine Creek Baptist Church
1298 Maidens Rd.
Powhatan, VA 23139
598-3595

First Antioch Baptist Church
3920 Maidens Rd.
Powhatan, VA 23139
323-3396

First Baptist
Church of Powhatan
2109 Anderson Hwy.
Powhatan, VA 23139
794-7054

Full Gospel Church
5415 Old Buckingham Rd.
Powhatan, VA 23139

Genito Presbyterian Church
2910 Genito Rd.
Powhatan, VA 23139
598-2086

Graceland Baptist Church SBC
975 Dorset Rd.
Powhatan, VA 23139
598-3481

Greenbrier Baptist Church
4731 Bell Rd.
Powhatan, VA 23139
598-5491

Guildfield Baptist Church
Manakintown Ferry Rd.
Powhatan, VA 23139
794-5461

Hobson's Chapel
United Methodist Church
Rt. 1, Box 9
Cumberland, VA 23040
492-4366

Holly Hills Baptist Church
1659 Anderson Hwy.
Powhatan, VA 23139
379-8930

Hollywood Baptist Church
3964 Old Buckingham Rd.
Powhatan, VA 23139
598-2763/598-2112

Huguenot Church
Powhatan Village Bldg.
Powhatan, VA 23139
598-7391

King of Kings
Lutheran Church LCMS
2150 Anderson Hwy.
(Frisby's Meeting Room)
Powhatan, VA 23139
598-7533

Kingdom Hall of
Jehovah's Witnesses
3228 Buckingham Rd.
Powhatan, VA 23139
598-7588

Little Zion Baptist Church
5690 Cartersville Rd.
Powhatan, VA 23139
598-5618

Manakin Episcopal Church
985 Huguenot Trl.
Midlothian, VA 23113
794-6401

May Memorial
Baptist Church
Rt. 13, P.O. Box 56
Powhatan, VA 23139
598-3098

Mt. Calvary Baptist Church
2020 Red Lane Rd.
Powhatan, VA 23139

Mt. Herman Baptist Church
18100 Genito Rd.
Moseley, VA 23120
794-2049

Mt. Moriah
Baptist Church GABC
5280 Mt. Moriah Rd., Ballsville
Powhatan, VA 23139
598-5328